

ABSTRACT OF THE DISCLOSURE

5 A library of video advertisements are stored at a
clearing house for distribution to a plurality of
geographically separated theaters along with display schedules
of the transmitted video advertisements. A network such as
the Internet connects the clearing house to the theaters. At
the theaters, the transmitted video advertisements are
10 displayed according to the schedules. A log of the displayed
advertisements is compiled at each theater and transmitted by
the network to the clearing house. In addition, one or more
parameters representative of attendance and/or demographics at
the theater are also transmitted by the network to the
15 clearing house.

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